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HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10005378 -1

Inventor(s): Diane R. Hammerstad

Confirmation No.: 4199

Application No.: 09/768990

Examiner: Arthur D. Duran

Filing Date: Jan 23, 2001

Group Art Unit: 3622

Title: Delivery Of Time Significant Advertising

Mail Stop After Final
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Transmitted herewith is/are the following in the above-identified application:

- ☒ Response/Amendment
☐ New fee as calculated below
☒ No additional fee
☒ Other 37 CFR 1.131-Affidavit under 35 U.S.C. 131

- ☐ Petition to extend time to respond
☐ Supplemental Declaration

Fee\$

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	11	MINUS	20	= 0	X \$50	\$ 0
INDEP. CLAIMS	2	MINUS	3	= 0	X \$200	\$ 0
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	<input type="checkbox"/> 1st Month \$120	<input type="checkbox"/> 2nd Month \$450	<input type="checkbox"/> 3rd Month \$1020	<input type="checkbox"/> 4th Month \$1590		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees. A duplicate copy of this sheet is enclosed.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:
Commissioner for Patents, Alexandria, VA 22313-1450.

Date of Deposit: 12/08/05

Typed Name: Raymond A. Jenks

Signature:

Respectfully submitted,

Diane R. Hammerstad

By

Raymond A. Jenks

Attorney/Agent for Applicant(s)

Reg No. : 31,267

Date : 12/08/05

Telephone : 541 715 8441



10005378-1

Patent

**IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Diane R. Hammerstad **Examiner:** Arthur D. Duran
Application No: 09/768990 **Group Art Unit:** 3622
Filing Date: 01/23/2001 **Confirmation No:** 4199
Title: Delivery Of Time Significant Advertising

**COMMISSIONER FOR PATENTS
PO Box 1450
Alexandria, VA 22313-1450**

AMENDMENT UNDER 37 C.F.R. § 1.116

Dear Sir:

In response to the Office Action mailed 10/31/05, entry of the following amendment is requested:

Applicant has enclosed an Affidavit under 35 U.S.C. 131. No changes are made to the claims.

REMARKS

Examiner has stated in the 10/31/05 Office Action that Applicant's amendment filed on 09/26/05 is sufficient to overcome the prior rejection and that a new reference has been added to the 35 U.S.C. 103 rejection. Applicant takes this statement at its face value and understands that since neither USP 5,937,392 to Alberts ("Alberts") nor USP 6,047,327 to Tso et al. ("Tso"), alone or in combination, teaches or suggests the claimed invention, it is the new reference, US Patent Application No. 2002/0082912 to Batachia ("Batachia") that, when combined with the ineffective Alberts and Tso references, teaches or suggests the claimed invention.